

No effective action
will be taken
until we accept that
serious
environmental
damage
any where is
**EVERYBODY'S
PROBLEM**

Cited from "The New Realities"
by Peter Drucker

The seminar of Economic development and Environment

Team profile

These days "eel", traditional Japanese seafood, likely on the near future to become endangered.

We seek a solution to settle the problem, and take some actions.

Original LOGO

We designed Logo for this active.
The detail is illustrated in the below.

Sustainable Seafood



Fish and nature with heart.

Contact

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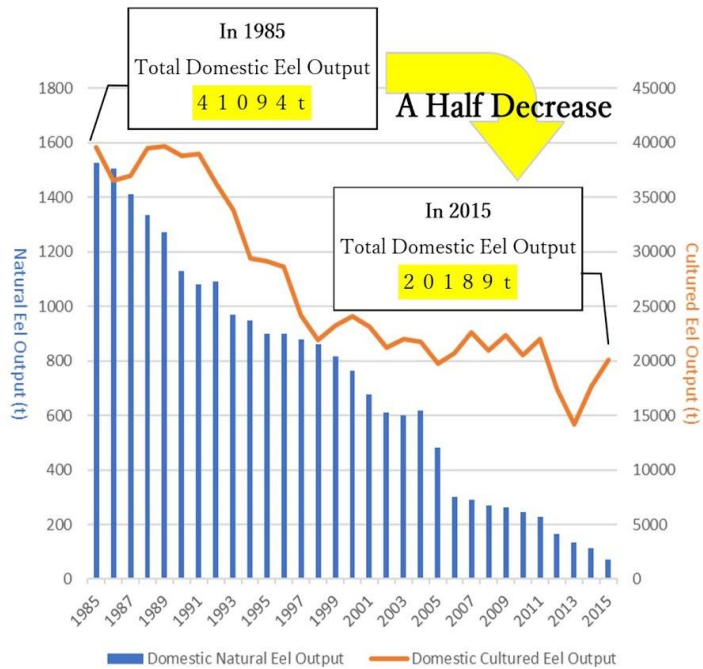
Twitter→@ss_environment



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The seminar of
Economic development
and Environment

*Sustainable
seafood*



Fluctuation In Domestic Natural Eel Output And Cultured Eel Output

Source:農林水産省「漁業・養殖業生産統計年報」

We might become unable to eat eel.

Eel catch is declining

Are you aware of the problem of eel catch decline?

The catch was 41,000t in 1985, but was 20,000t in 2015.

What's %%% to be the cause are

1. Climate change
2. Habitat degradation
3. Expressive fishing

At this rate, we can't serve eel at our tables.

Do you JUST leave this problem?

Many people say that "It's none of my business because I'm just a consumer. I can only watch over it."

But is it the really okay?

**Please don't give up.
We can help this problem.
—Let's protect
our traditional Japanese
Food culture—**

"Consume" is "Your intention"

Earth is not only ours, but our children. The action of "consume" is "your intention". Our intention reach society by choosing.

The choice of sustainable seafood

Sustainable seafood is eco friendly seafood and it enable to preserve our sea. In particular, leaving enough fish in the ocean and set a lot of standard.

What is the difference from normal fish

It regardless of it taste and size. The big difference is whether eco-friendly.



Certified Mark

We can know whether the seafood is "sustainable seafood" or not by certified mark.

MSC ecolabel

MSC ecolabel is the certification mark by Marine Stewardship Council. It is only applied to wild fish or seafood from fisheries that have been certified to the MSC Fisheries Standard.



ASC Logo

ASC logo is the certification mark by Aquaculture Stewardship Council. We can know the information about seafood comes from a farm which uses responsible farming methods that good for environment from it.

